



**July 15-18, 2007**  
**The Canyons Resort**  
**Park City, Utah**

The Utah Department of Agriculture and Food will host the North American Agricultural Marketing Officials (NAAMO) annual convention at The Canyons Resort in Park City, Utah. The convention will convene on Sunday July 15, 2007 and will run through Wednesday, July 18, 2007. The Utah meeting will be the 85<sup>th</sup> annual NAAMO convention. NAAMO has met every year since 1921 with the exception of 1943, a casualty of WWII.

NAAMO membership includes members from both Canada and the United States who have responsibility for the agri-food marketing efforts of their state or province. During the convention members will discuss, debate, exchange information and share new ideas that will help them in their marketing efforts..

#### **TENTATIVE CONFERENCE SCHEDULE**

<b>SUNDAY, JULY 15</b>	<b>REGISTRATION, REGIONAL MEETINGS, WELCOME RECEPTION AT RED PINE LODGE</b>
<b>MONDAY, JULY 16</b>	<b>FULL DAY PROGRAM</b>
<b>TUESDAY, JULY 17</b>	<b>AGRITOURISM TOUR, THANKSGIVING POINT, YOUNG LIVING FARMS, LEHI ROLLER MILLS</b>
<b>WEDNESDAY, JULY 18</b>	<b>HALF DAY BUSINESS PROGRAM, RECEPTION AND ANNUAL BANQUET</b>
<b>THURSDAY, JULY 19</b>	<b>DEPARTURE</b>

The NAAMO group will tour Utah locations with Agritourism as the theme for the tour. The business program include insights from those with whom we do media business, insights on how small businesses view your marketing division, as well as updates from government officials from Washington, D.C.

NAAMO conventions are known for their spouse and youth programs that parallel the business program making NAAMO a truly family affair.